

**MINUTES OF THE MEETING OF THE
LOUISIANA STATE MUSEUM
BOARD OF DIRECTORS**

**Monday, November 10, 2014
12:30 PM – The Old U.S. Mint
New Orleans, Louisiana**

The meeting of the Board of Directors of the Louisiana State Museum was called to order by Chairman Michael M. Davis at 12:30 PM at The Old U.S. Mint in New Orleans. A quorum was present.

Members Present: Jerry F. Adams; Madlyn B. Bagneris; Myrna B. Bergeron; Charles R. Davis; Michael M. Davis; Rosemary Upshaw Ewing; Jeffrey Pipes Guice; Kevin Kelly; Aleta Leckelt; William J. Perret, M.D.; Lawrence N. Powell, Ph.D.; Anne F. Redd; William J. Wilton, Jr.; Philip Woollam; and Diane K. Zink

Members Absent: Robert A. Barnett; Allen J. “AJ” Gibbs; Janet V. Haedicke, Ph.D.; Thomas Frère Kramer, M.D; and Donna Winters

Also Present: Julia George Moore, DCRT Counsel
Mark A Tullos, Jr., Director, Louisiana State Museum

Adoption of Agenda

Mr. Guice MOVED, seconded Ms. Ewing, to adopt the agenda. **Unanimously approved.**

Minutes

The minutes from the October 13, 2014 meeting were distributed in advance. Chairman M. Davis noted that much time is spent with the Administrative Assistant, Yvette Cuccia, preparing the minutes to reflect the activity of the meeting as accurately as possible, and Mr. Tullos reviews them as well. This is not a quick process. These do go into the permanent record. Mr. Guice MOVED, seconded by Ms. Bagneris, to approve the October 13, 2014 LSM Board minutes. **Unanimously approved.**

Chairman's Report

Mr. Davis stated the following meeting dates:

- Next Collections Committee Meeting: December 3, 2014, 1:00 PM
- Next Irby/Finance Committee Meeting: December 8, 2014, 10:30 AM
- Next Board Meeting: December 8, 2014, 12:30 PM (lunch 12N)

Mr. M. Davis said he continues to appreciate the consistent quorum.

Director's Report

Mr. Tullos gave a PowerPoint presentation on the LSM's general progress with planned goals. He said the *Revolution!* exhibit opening was a great success. They had a good turnout with close to 200 people.

Mr. Tullos laid out the goals and achievements during 2014:

Administrative Goals

- Administrative and Program position filled at Capitol Park
- Comprehensive Visitor Service Training – still in the works
- Natchitoches Volunteer Corps established – still in the works
- Revised and updated five-year strategic plan
- Irby Manager position re-established
- Business/Finance position established
- Central office receptionist position re-established

Capital Improvements

- Space use Master Plan
- Lower Pontalba Roofing
- Mint Electrical Upgrades – still in the works
- Redesign Cabildo visitor entrance – still in the works
- 1850 House HVAC replaced
- Cabildo & Presbytere exterior renovations
- Large object storage secured and Patterson storage closed\
- Madame John's Conservation Study
- HVAC repairs to Capitol Park Museum
- Highway signs in Natchitoches

Curatorial Service

- Colonial documents project – still in the works
- Hermes exhibit
- Grant for collections inventory submitted
- Collections catalogue – still in the works
- Battle of New Orleans exhibition
- Plans finalized for redesign of Sawmill exhibit in Patterson – still in the works
- Revolution! exhibit opens
- LSM photographs music collection
- Natchitoches Tri-Centennial exhibit
- Gitter-Yelen Folk Art – still in the works

- Louisiana Crafts Guild
- Clementine Hunter murals – still in the works
- Five-Year Education Plan

Development Goals

- Louisiana jukebox campaign – still in the works
- Louisiana Museum Foundation website – still in the works
- FLASH annual fundraiser – still in the work
- Capitol Park annual fundraiser
- Battle of New Orleans sponsor fundraising – still in the works
- FOC member materials redesigned

Marketing Goals

- Marketing Director announced
- Improvements to LSM's website
- LSM Branding study complete
- System-wide program marketing – still in the works

Education Plan

Ms. Hammatt distributed a 2014-15 education plan for the LSM. This was a collaborative effort with Richard Hartley in Baton Rouge. This is an important internal document. It lays out what the museum does, how they do it, and a timeline. This turned out to be a really good project for the education team. LSM used the NPS (National Park Service) model in putting this together. The action items/goals are in the back. Now the team meets monthly with this plan in mind and has greatly strengthened the plan across the State. Mr. Tullos said we will be editing the Education Plan as needed. It will help LSM get more financial support as well. The hope is to do one for acquisitions and exhibits as well.

Ms. Ewing asked when LSM needs to renew our AAM accreditation and Mr. Tullos said every 15 years and accreditation occurred 3 years ago. Now the goal is to get the *Louisiana Sports Hall of Fame and Northwest Louisiana History Museum* in Natchitoches accredited. A museum has to be in existence for at least 2 years. Dr. Powell asked about the status of the curatorial and exhibition staff, which he said he thinks is shorthanded. Mr. Tullos said we recently got Tony Lewis, Curator of Visual Arts, back on a work-as-needed basis and LSM will be filling the Sci-tech position soon. Dr. Powell said he feels we have strained resources in the Historical Center and reading room and wants to make sure it is properly staffed. Mr. Lambousy said the Collections division has 6 curatorial positions and currently LSM is down to 3 of those positions. Mr. Tullos pointed out that LSM is also shorthanded in Security and Maintenance. As a whole, LSM went from 117 to 79 positions. Mr. R. Davis said Mr. Tullos and Mr. Wheat need to be slow to fill positions once they are vacated due to budget shortages. An expenditure freeze just went out. While DCRT is not currently listed on the budget shortfall list, they may be subject to mid-year budget cuts. In addition, the Office of Tourism still subsidizes the museum in Natchitoches and other smaller museum expenses.

Mr. M. Davis said the *Revolution!* exhibit at the Capitol Park Museum is very good and all Board members who are able should stop by to see it. He acknowledged that, in addition to himself, Will

Wilton, William Perret and Myrna Bergeron attended the opening reception. The Board members' attendance at the various Museum openings is also helpful as an important face of the Museum to legislators and the public.

Irby/Finance Committee Report

Pontalba tenant letter

Philip Woollam gave the report in Mr. Barnett's absence. Mr. Woollam reported that the owner of Violet's commercial space had written a letter to the Committee on behalf of a number of residential and commercial tenants regarding the general concerns with construction activities and, more specifically, the security issues and scaffolding for the re-roofing project at the Lower Pontalba building. The group is concerned about the plywood façade itself and its lack of transparency which has created a haven for the homeless. The tenants are concerned for the safety of employees and tenants. The tenants are also concerned about the likelihood of lost business and decline in revenue. Staff, Irby Chairman Barnett, and Board Chairman Davis are expected to attend a public meeting with the contractor, architect and Facility Planning representatives from Baton Rouge to discuss these issues. Options or proposals for a possible resolution should be forthcoming. Mr. Wheat will set up a meeting between the contractor, architect and the tenants. It was also noted that any change orders could not affect the contract price nor delay construction timelines.

Residential lease and PPM

The Board was presented for its review and approval a proposed revision of the template for the *Standard Residential Lease Agreement* and a proposed revision of the *Irby Policy and Procedure Manual – Residential*. The two documents have been previously reviewed and approved by an Irby subcommittee and the Irby/Finance Committee. A change included in the two documents is the deletion of the term “permanent occupant,” the addition of the term “authorized guest” and inclusion of its definition and provisions relative thereto. Other changes in the two documents include a significant reorganization, multiple clarifications, reconciliation of conflicting provisions, and elimination of repetitive language and drafting errors. With the Board's approval, the new *Standard Residential Lease* template will be the template used for residential tenants whose lease terms begin February 1, 2015. The *Irby PPM – Residential* will become effective upon approval by the Board. The Board discussed the need to continually study the provisions of both documents in order to determine whether further revisions may be needed. Mr. Woollam MOVED, seconded by Dr. Powell, to approve the revised Standard Residential Lease Agreement template and Irby PPM.

Unanimously approved.

Mr. R Davis said Julia George Moore put a lot of effort into the lease rewrite and spent much of her time reconciling the language.

Commercial bid process – Step 2

There are two commercial properties up for lease renewal. Bids were received for the properties located at:

808 Chartres Street
521 St. Ann Street

Mr. Woollam MOVED, seconded by Ms. Redd, for approval of the received bids for the above properties. **Unanimously approved.**

Financials

The latest financials were reviewed in advance. There is a water leak but it can't be pinned down with complete accuracy due to the shortage of the Plumber. LSM may need to hire an outside contractor to look into this. Staff will review options to get this resolved. Mr. R. Davis said Irby can spend out of the existing maintenance budget to get the leak issue resolved. The latest water bill was \$12,000 so LSM needs to pay someone to find and solve the problem ASAP.

Organization Reports

Friends of the Cabildo Report

Jason Strada gave the report in Ruth Burke's absence.

Volunteer Hours

370.00 Hours

\$7,152.10 @\$19.33/hour (Department of Labor)

2014 September Walking Tours

478 – Tours

Total Income: \$8,654.00

The Friends are proud to announce they raised over \$4,000 over the Renalto Beluche Bust Conservation. The Irby Foundation was written a check for the entire cost of the work done and the Friends will have a dedication ceremony on Beluche's birthday of December 15th at the Cabildo and all LSM Board Members are invited.

Ghostly Gallivant was a very successful weekend raising over \$11,000 and hosting over 400 tour guests as well as 250 guests at the Cabildo on Halloween night. Hosting it on the 31st increased the party's attendance and we thank the museum for the extra effort put in for the party on a very busy night

Louisiana Museum Foundation Report

Audit

The Foundation's 2013-2014 audit report is in its final stages. Ms. Maclay anticipates that it will be approved at the Foundation's board meeting on November 20 and submitted to the Legislative Auditor before Thanksgiving.

LA Musée

As reported last month, LA Musée is back and we are still on track for an early December release.

Battle of New Orleans Bicentennial Celebration

The small event that we held on November 1, 2014 at the Mint was small indeed. Several say they were coming that ended up not showing. The cold snap that came through that day might have discouraged attendance. However, those who did attend had a very nice time and surprisingly, a

number of children showed up who definitely enjoyed themselves, and there were lots of pirates roaming around. Despite the low attendance, the event nevertheless fulfilled its primary purpose which was to encourage January 9, 2015 gala ticket sales in 2014.

The LMF is nearing 200 sold gala tickets and the actual gala invitation has not even been mailed yet. It is being designed and will be mailed right after Thanksgiving. The LMF is working on another incentive to encourage tickets sales in 2014. Anne Redd reported that sponsorships have been coming in at above expected levels and she thanked Mr. Woollam and the other co-chairs for their work in making this happen.

Grants and Calls

Since the last meeting, the LMF has received word that Fidelity Bank may be providing \$10,000 for the Battle of New Orleans exhibit.

Proposals were submitted to the Selley Foundation and Chevron, asking for support for the exhibit.

The Chevron proposal was in follow up to a call that the LMF made with their government affairs representative during the summer, and there are indications that they will be receiving something.

Ms. Maclay said she is hopeful that a similar proposal will be completed today to be submitted to Entergy. The grant writer says she's close now to having it finished.

Ms. Maclay has also been working with Dawn and Greg on an IMLS grant for \$150,000 for an inventory of the Jazz Collection, which is due on December 1.

The LMF has been working with Jennae Biddiscombe and Dawn Hammatt on two small grants for support for a Clementine Hunter exhibit for the museum in Natchitoches.

Ms. Maclay said she is very pleased to report that the final report for the National Science Foundation Hurricane exhibit grant was turned in a couple of days early, which is phenomenal. Much thanks to Karen Leathem for a fantastic job in getting the report completed and turned in early!!!

Program Partners, Contracts and Expenditures on Behalf of the Museum

The LMF has administered the revenue and expenses for 35 Music at the Mint events. They have also administered \$59,541 in Facility Use Donations from July 1, through October 31, 2014.

Currently, the LMF is administering 21 open contracts and have closed out 5 this fiscal year for Museum projects with a total output to date this fiscal year of \$157,645, with \$105,778 remaining.

The LMF has currently expended \$285,009 this fiscal year to date on Museum projects.

LSM Properties

Mr. M. Davis said if anyone wants to add a written report regarding the LSM properties, please send it to Yvette Cuccia.

E.D. White Historic House Report

Ms. Leckelt said the Sanders Camp of the Sons of the Confederate Veterans event in Thibodaux was wonderful and Mr. Tullos participated. She received a very nice thank you e-mail from Roger Busbice about how nice the commemoration of the Battle of Georgia Landing was at the site.

Wedell-Williams Aviation and Cypress Sawmill Museum Report

Mr. Adams said issue with entrance to Museum in Patterson is ongoing and a meeting has been set up with DOTD on November 19 so hopefully that can get resolved.

New Business

Mr. Tullos pointed everyone's attention to the Battle of New Orleans Bicentennial brochure which Paula Chance designed. Mr. McGraw worked with Ms. Chance and the other participants on this comprehensive brochure, with map included. 30,000 copies will be distributed throughout the State's tourist locations and hotels. Mr. McGraw also pointed out that the LMF ad for the restoration of the Hamilton Coat is in the Neal Auction catalog.

Mr. Wheat has identified Capital Improvement funds of \$65,000 for additional security upgrades for the Cabildo.

Adjournment at 1:52 PM.